



Missouri Travel Barometer
March 2014 Report
(Data available as of 4/14/14)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, “How is tourism doing statewide?” The barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri’s tourism industry and are indicators of its health. The *Missouri Travel Barometer* is updated on a monthly basis. Our industry is notified via *The Monitor* (the MDT industry eNewsletter) as each new report becomes available -- go to www.VisitMO.com/industry to subscribe.

March Report Highlights

Lodging Statistics: 2014 Calendar Year to Date through February

According to Smith Travel Research, Missouri’s statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has performed well in revenue and demand, while other states are showing higher growth in occupancy.

Missouri Lodging:

- Demand up 5.1%
- Occupancy up 5.5%
- ADR up 2.7%
- RevPAR up 8.4%

SIC Tourism business sales and tax collections: 2014 Calendar Year to Date through January

- A 0.9% increase (\$7.2 million) in sales revenue is indicated from preliminary reports on tourism’s 17 SICs for January 2014 over January 2013. The attached graph illustrates how tourism fared month by month in both years.

Website Visits: 2014 Calendar Year to Date through March

- Total web visits (main site and mobile visits combined) were up 35.95% for March CYTD compared to the same period in 2013
- Total web visits (main site and mobile visits combined) were up 60.75% for the month of March compared to March 2013.

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2014 Calendar Year to Date through March

- 21,485 for 2014 CYTD – an increase of 42.6%
- Responses for March 2014 compared to March 2013 grew by 105% – due largely to a second 2014 travel guide email sent out in March

Welcome Center visits: 2014 Calendar Year to date through March

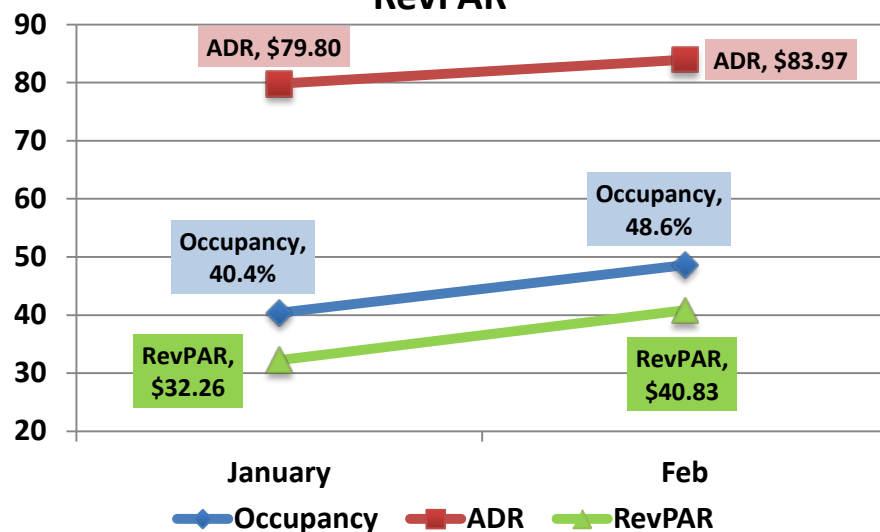
- On direct comparison for CY 2014 the centers are down 4.4% for March CYTD compared to the same period in 2013.
- With the new Conway centers added for 2014 only, centers are up 13.5% (Conway counts N/A for 2013).

All commercial airport deplanements: 2014 Calendar Year to Date through January

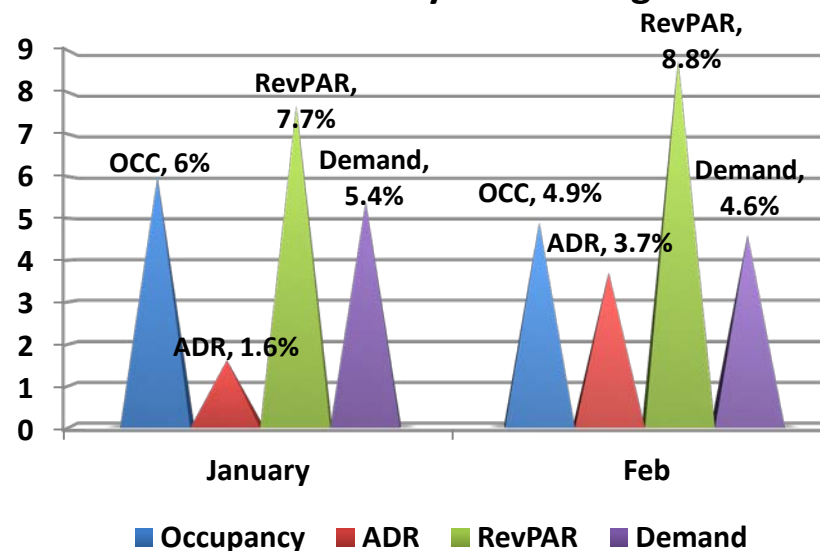
- Down 2.7% for January 2014 compared to 2013

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Smith Travel Research (STR, INC.) Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

2014 Monthly Occupancy, ADR, & RevPAR

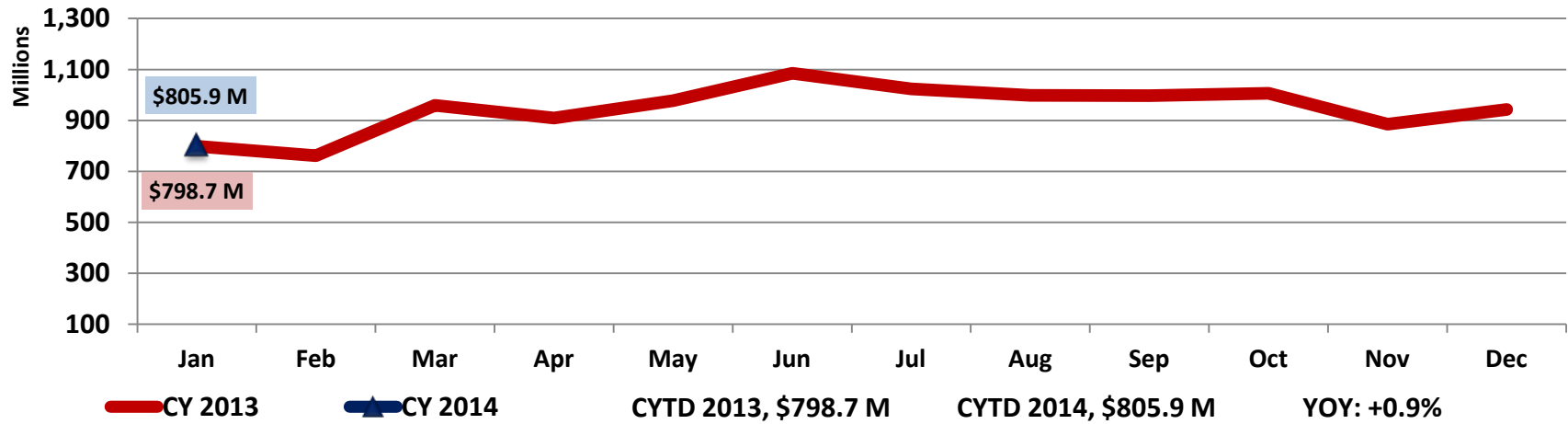


2014 Monthly % of Change

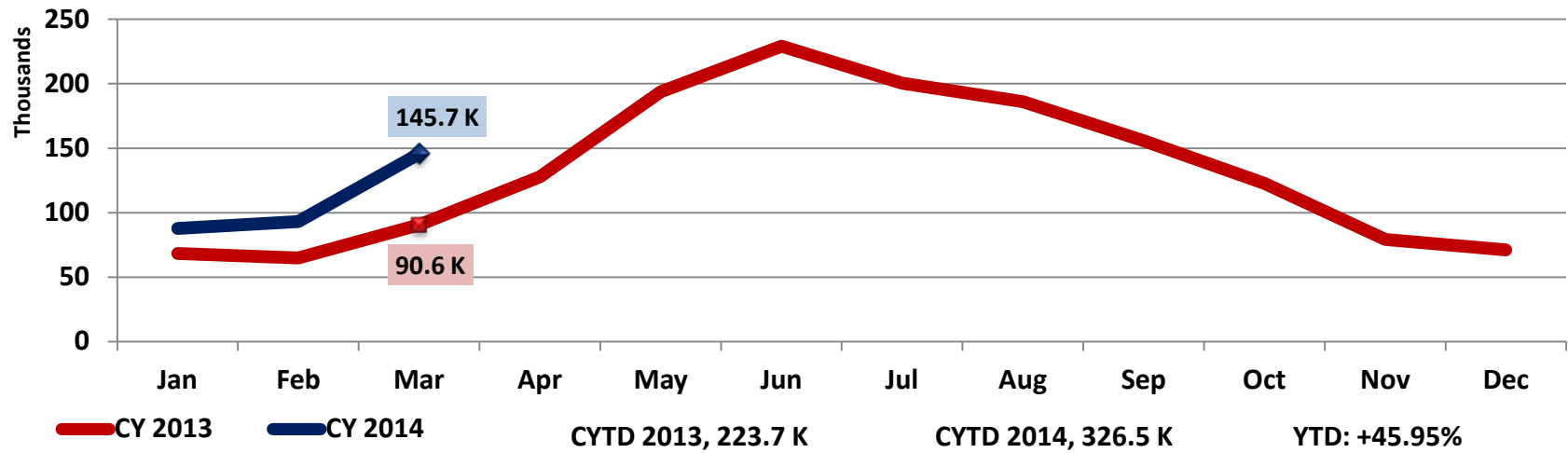


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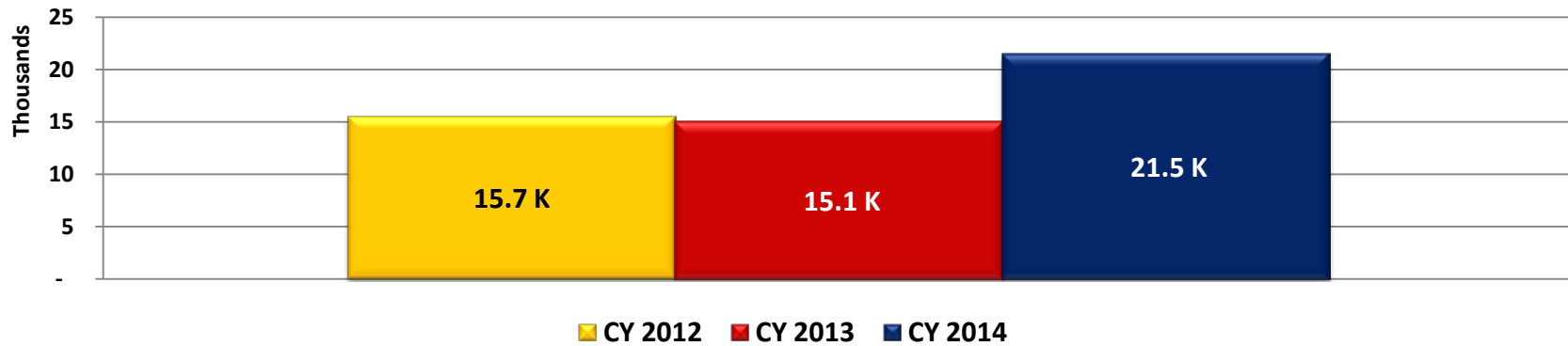
Sales Revenue from 17 Tourism SICs



Total Web Visits

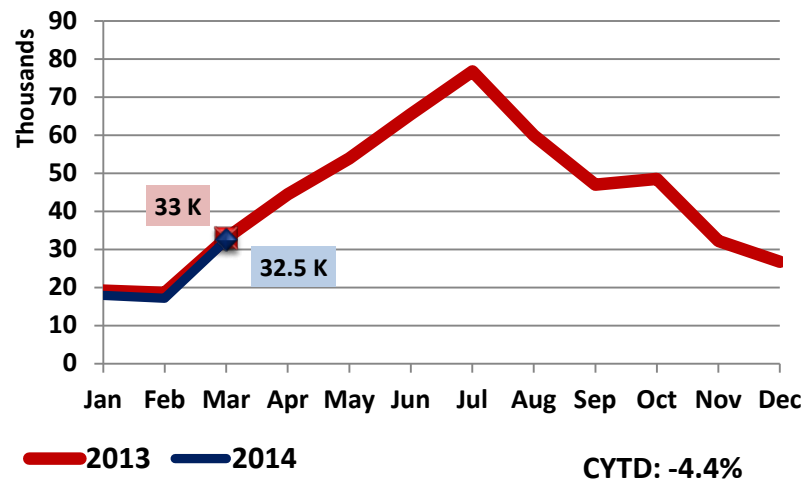


CYTD Responses thru March



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.

Welcome Center Visitors



Airport Deplanements

